

Trend for hard seltzer sees award-winning premium ‘Mulberry Street’ officially launch in time for summer



June 1st 2023, London:

With the rise in the consumption of hard seltzer* and the trend for a lighter, more refreshing drinking experience, the first truly premium alcoholic seltzer, ‘Mulberry Street’ is hitting the UK market in time for summer.

Made of the finest Italian ingredients, it is the perfect new aperitivo. There are two refined flavours – Sicilian lemon and Bergamot, and Sicilian orange and Chinotto – served in beautifully designed 250 ml cans and containing less than 70 calories. They are also vegan, gluten-free and 4% ABV.

Unusually for an alcoholic seltzer, the drink works well as a mixer as well as a long drink on its own. The lemon version blends particularly well with gin, thanks to the citrus fruit and bergamot, while the orange and chinotto makes a great addition to a classic Negroni.

As it comes in a beautifully designed can, it is easy to transport for social summer get-togethers from outdoor drinks with friends, to BBQs, sports fixtures and even weddings. It also works perfectly as an aperitivo to whet the appetite ahead of a meal, in keeping with its Italian links.

Mulberry Street comes from the team that first launched Peroni to the UK market, Chris Taylor and Matt Cowley. Although it is a very young brand, it has already won a gold award for best newcomer at The Hard Seltzer Masters 2022 for the Sicilian orange and chinotto flavour, and the Sicilian lemon and bergamot flavour was also shortlisted. These accolades are particularly important because they are blind tasted.





It took 15-months of testing a wide range of Italian ingredients to pinpoint the perfect combination for Mulberry Street. Lemon and orange are the most popular flavours of soft seltzers and it stood to reason that they would also work for alcoholic ones, but the added combination of the bergamot and chinotto is what really elevates the drink and creates a refined flavour for a more sophisticated palate.

The drink itself is named after the famous street in Little Italy, New York where the Italians who arrived in the 1930s brought the best of their ingredients from home and combined them with the US food and drinks scene. New York was a dizzying mix of innovation at the time, responsible for inventing the world's first cocktails and the birth of Art Deco.

Founder, Chris Taylor, said: "We believe there's a real opportunity for a premium alcoholic seltzer that uses the best Italian ingredients to produce a light, refreshing and refined drink.



"The result of months of intensive testing is 'Mulberry Street' – named after the iconic street in Little Italy, New York where so much food and drink innovation arrived with settlers from Italy in the 1930s. We're so proud of the result and believe the two flavours work beautifully.

"They're perfect for drinks in the sun with friends either served straight up or, thanks to the lemon and orange bases with their respective highlights of refined bergamot and chinotto, as the perfect mixer."

While the ingredients are sourced in Italy, the drinks are produced in the UK to minimise the weight and the associated transportation emissions.

Order online at mulberrystreetseltzer.com and follow on social media [@mulberrystreetdrinks](https://twitter.com/mulberrystreetdrinks) for a [#seltzersummer](https://twitter.com/seltzersummer).



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High resolution images are available for media download at www.mulberrystreetseltzer.com/launch.

Notes to editors:

•Mulberry Street retails for £26.99 for a pack of 12 and is available to order through mulberrystreetseltzer.com.

•*Kantar research cited: Hard Seltzer sparkles in global market while Baijiu tops China (kantar.com)